

**AMENDMENTS TO THE CLAIMS**

1-14. (Cancelled)

15. (Currently Amended) A method in a computing system for generating item recommendations for a user, comprising:

receiving requests from the user to display information about each of a plurality of items;

selecting as seed items the plurality of items that were displayed;

generating a list of recommended items using-based on the selected seed items, wherein the generated list does not contain the selected seed items; and

displaying the generated list of recommended items to the user.

16. (Currently Amended) A method in a computing system for generating item recommendations for a user, the user having a persistent user profile, comprising:

displaying a plurality of item indications to the user each indicating an item;

receiving input from the user comprising a selection of each of a plurality of the displayed item indications as seed items;

generating a list of recommended items using-based on the selected seed items, wherein the generated list does not contain the selected seed items; and

displaying the generated list of recommended items to the user.

17-26. (Cancelled)

27. (Previously Presented) A method in a computing system for specifying a request for product recommendations, comprising:

for each of a plurality of groups of one or more products, displaying information describing products in the group;

for each of at least a portion of the plurality of product groups, displaying in conjunction with the information describing products in the group a control for selecting products in the group as recommendation seeds; and

when a displayed control is selected by a user, adding to a list of recommendation seeds products in the group in conjunction with which the selected control is displayed,

so that the list of recommendation seeds contains products in the groups whose controls are selected by the user and the list of recommendation seeds can be used to generate a list of recommended items, wherein the generated list does not contain the recommendation seeds that are selected.

28. (Original) The method of claim 27, further comprising generating a product recommendation based upon the list of recommendation seeds.

29. (Original) The method of claim 27 wherein the information displayed for a distinguished one of the product groups describes a product category containing products in the distinguished group.

30. (Original) The method of claim 27 wherein the information displayed for a distinguished one of the product groups describes a product genre containing products in the distinguished group.

31. (Original) The method of claim 27 wherein a distinguished one of the product groups comprises a single product, and wherein the information displayed for the distinguished product group describes the product that comprises the product group.

32. (Original) The method of claim 27 wherein a distinguished one of the product groups comprises products that are recordings of a single artist, and wherein the information displayed for the distinguished product group describes the artist.

33. (Original) The method of claim 27 wherein a distinguished one of the product groups comprises products that are books written by a single author, and wherein the information displayed for the distinguished product group describes the author.

34. (Original) The method of claim 27 wherein the control displayed for a distinguished product group is a button that is selected by the user by clicking the button.

35. (Original) The method of claim 27 wherein the control displayed for a distinguished product group is a draggable portion of the information describing the product group, together with a destination region, and wherein the control displayed for the distinguished product group is selected by the user by dragging the draggable portion of the information describing the product group to the destination region.

36-39. (Cancelled)

40. (Previously Presented) The method of claim 15 further comprising removing an item from the plurality of items selected as seed items in response to a request from the user.

41. (Previously Presented) The method of claim 15 further comprising adding an item to the plurality of items selected as seed items in response to a request from the user.

42. (Previously Presented) The method of claim 15 further comprising displaying a control for removing items from the plurality of items selected as seed items.

43. (Previously Presented) The method of claim 42 wherein the control is a button that is selected by the user clicking the button.

44. (Previously Presented) The method of claim 42 wherein the control is a draggable representation of the item together with a destination region, and wherein the control is selected by the user by dragging the draggable representation of the item to the destination region.

45. (Previously Presented) The method of claim 15 wherein all of the received requests are received during a distinguished browsing session.

46. (Previously Presented) The method of claim 16 further comprising removing an item from the plurality of items selected as seed items in response to a request from the user.

47. (Previously Presented) The method of claim 16 further comprising adding an item to the plurality of items selected as seed items in response to a request from the user.

48. (Previously Presented) The method of claim 16 wherein the received input explicitly comprises a selection of each of a plurality of the displayed item indications as seed items.

49. (Previously Presented) The method of claim 16 further comprising displaying a control for removing items from the plurality of items selected as seed items.

50. (Previously Presented) The method of claim 49 wherein the control is a button that is selected by the user clicking the button.

51. (Previously Presented) The method of claim 49 wherein the control is a draggable representation of the item together with a destination region, and wherein the control is selected by the user by dragging the draggable representation of the item to the destination region.